



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

American Rambler Productions  
138 Conant Street  
Beverly, MA 01915

# Contract # 337109

Schedule Dates	10/17/12-10/23/12	Date Entered	10/16/12
Advertiser	Mitt Romney for President (5341)	Last Modified	10/16/12
Agency	American Rambler Productions (5998)	Entered By	Jill Hipskind
Product	Political - Federal Candidate (1067)	CO-OP	No
Brand	319 PRES (139766)	Headline #	06377590
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	KINCAID,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	319	Commission	\$2,902.50
Account Types	National/Political	Net Total	\$16,447.50
Billing Type	Standard	Sales Tax	

Comments: ROMNEY FOR PRESIDENT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	39	\$19,350.00
Grand Total:	39	\$19,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	9A- 10A (EST)		1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
2.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	9A- 10A (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
3.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	10A- 11A (EST)		1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
4.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	10A- 11A (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
5.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	12P- 1P (EST)		1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
6.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	12P- 1P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
7.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	1P- 2P (EST)		1	1						2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
8.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	1P- 2P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
9.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	4P- 5P (EST)		1	1						2	\$825.00	\$1,650.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
10.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	4P- 5P (EST)				1	1	1			3	\$825.00	\$2,475.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
11.0	Normal Line / Spot	10/22/12-10/23/12	5	:30	5:30A- 6A (EST)		1	1						2	\$425.00	\$850.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
12.0	Normal Line / Spot	10/17/12-10/19/12	5	:30	5:30A- 6A (EST)				1	1	1			3	\$425.00	\$1,275.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
13.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7A- 8A (EST)							2		2	\$325.00	\$650.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
14.0	Normal Line / Spot	10/20/12-10/20/12	4	:30	11:30P- 12A (EST)							2		2	\$1,100.00	\$2,200.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



**WSOC-TV**

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<b>Grand Total:</b>	<b>39</b>	<b>\$19,350.00</b>

## CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	7A- 8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
16.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	9A- 10A (EST)								1	1	\$600.00	\$600.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
17.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	12P- 12:30P (EST)								2	2	\$275.00	\$550.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12
18.0	Normal Line / Spot	10/21/12-10/21/12	4	:30	11P- 11:35P (EST)								1	1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	1X MAX/DAY	10/16/12

Date:

Accepted-Station:

Date:

Comments:

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Bookend P/B Piggy Back

Printed At: 02:04 PM on Tuesday, October 16 2012

OCT16/12 11.34  
\*\*\* WSOC-TV \*\*\*

138 CONANT STREET  
BEVERLY, MA 01915

LINE	PROGRAM :	CON COM1 :	DATE	TIME	SEC	WEEK
1	900A-1000A		10/22	10/23	2	M-TU
	PROGRAM :	KELLY				
	CON COM1 :	1X MAX/DAY				
2	900A-1000A		10/17	10/19	3	W-F
	PROGRAM :	KELLY				
	CON COM1 :	1X MAX/DAY				

REP HEADLINE# 6377590  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET  
HARRIS REPORT FROM REP

FAX# 610-225-1191  
OCT16/12 11.34  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			1000A-1100A PROGRAM : KATIE CON COM1: 1X MAX/DAY	30		\$375.00	10/22	10/23	2		M-TU	2
4			1000A-1100A PROGRAM : KATIE CON COM1: 1X MAX/DAY	30		\$375.00	10/17	10/19	3		W-F	3
5			1200N-100P PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$375.00	10/22	10/23	2		M-TU	2
6			1200N-100P PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$375.00	10/17	10/19	3		W-F	3
7			100P-200P PROGRAM : THE CHEW CON COM1: 1X MAX/DAY	30		\$375.00	10/22	10/23	2		M-TU	2
8			100P-200P PROGRAM : THE CHEW CON COM1: 1X MAX/DAY	30		\$375.00	10/17	10/19	3		W-F	3
9			400P-500P PROGRAM : DR OZ CON COM1: 1X MAX/DAY	30		\$825.00	10/22	10/23	2		M-TU	2
10			400P-500P PROGRAM : DR OZ CON COM1: 1X MAX/DAY	30		\$825.00	10/17	10/19	3		W-F	3
11			530A-600A PROGRAM : NEWS CON COM1: 1X MAX/DAY	30		\$425.00	10/22	10/23	2		M-TU	2

REP HEADLINE# 6377590  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT16/12 11.34  
 \*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
12			530A-600A	30		\$425.00	10/17	10/19	3		W-F	3
PROGRAM : NEWS												
CON COM1: 1X MAX/DAY												
13			700A-800A	30		\$325.00	10/20	10/20	2		SAT	2
PROGRAM : NEWS												
14			1130P-1200M	30		\$1,100.00	10/20	10/20	2		SAT	2
PROGRAM : NEWS												
15			700A-800A	30		\$300.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
16			900A-1000A	30		\$600.00	10/21	10/21	1		SUN	1
PROGRAM : THIS WEEK												
17			1200N-1230P	30		\$275.00	10/21	10/21	2		SUN	2
PROGRAM : NEWS												
18			1100P-1135P	30		\$1,300.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS												
OCT/12			19350.00									
CONTRACT TOTAL												19350.00
TOTAL SPOTS												39

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI  
 DEMOS- RA35+\*

FAX# 404-848-9552  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
OCT16/12 11.11  
\*\*\*CHANGES\*\*\*  
WSOC-TV \*\*\*

REP. #	OFF. # 50	SALESMAN #
<hr/>		
BUYER NAME	AMY MILLS	
<hr/>		
SALES PRSN	AT- HENRY FINCH	

SALES PRSN AT- HENRY FINCH

	CLASS: NATL.	LOCAL	REGIONAL
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(CE)

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DATE OCT16/12 11.11

TOT SAME  
PLS CONF

THANKS, KATHERINE FOR MALLORY

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1												
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE =												
AGENCY EST# = 2453												

3	S	700A-800A	30	\$775.00	10/18	10/18	0	THU	0
PROGRAM : GMA									
CON COM1 : GMA									

22	A	400P-500P	30	\$775.00	10/17	10/19	1	W-F	1
PROGRAM : DR OZ ORD COM1: NOT BKD THIS IS A MAKE-GOOD FOR OCT18 ON LINE-3 FOR 1 SPOT/WK									

REP HEADLINE# 6322869  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 404-848-0800 FAX# 404-848-9552  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT16/12 11.11  
\*\*\*CHANGES\*\*\* \*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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M1	OK'D	BUY#3	MISSED: THU/700A-800A OFFER: W-F/400P-500P GMT: NOT BKD				OCT18		30S	\$775.00	(OCT15/12)	
							OCT17		30S	\$775.00	PLS ADVISE.	
OCT/12			10800.00									

CONTRACT TOTAL 10800.00  
TOTAL SPOTS 21

MARKET TOTALS \$10,800 WSOC 100% WBTV 0% WCNC 0% WCCB 0% WJZY 0% WMYT 0% WAXN 0%  
CABL 0%

OUR SHARE PER BYR

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE